

HEWLETT-PACKARD COMPANY
Intellectual Property Administration
P.O. Box 272400
Fort Collins, Colorado 80527-2400

PATENT APPLICATION

ATTORNEY DOCKET NO. 10010610-1

IN THE
UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s): Christian L. Struble

Confirmation No.: 4820

Application No.: 09/894,213

Examiner: Alvarez, Raquel

Filing Date: June 27, 2001

Group Art Unit: 3622

Title: System and Method for Controlling the Presentation of Advertisements

Mail Stop Appeal Brief - Patents
Commissioner For Patents
PO Box 1450
Alexandria, VA 22313-1450

TRANSMITTAL OF REPLY BRIEF

Transmitted herewith is the Reply Brief with respect to the Examiner's Answer mailed on October 7, 2008.

This Reply Brief is being filed pursuant to 37 CFR 1.193(b) within two months of the date of the Examiner's Answer.

(Note: Extensions of time are not allowed under 37 CFR 1.136(a))

(Note: Failure to file a Reply Brief will result in dismissal of the Appeal as to the claims made subject to an expressly stated new ground rejection.)

No fee is required for filing of this Reply Brief.

If any fees are required please charge Deposit Account 08-2025.

Respectfully submitted,

Christian L. Struble

By: /drn/

David R. Risley

Attorney/Agent for Applicant(s)

Reg No. : 39,345

Date : November 18, 2008

Telephone : 770-933-9500